



## HERNDON HIGH SCHOOL SPORTS BOOSTER CLUB

Herndon High School Sports Booster Club · P.O. Box 101 · Herndon, VA 20172

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October 1, 2018 Sports Booster Meeting - Meeting started at 6:03 pm

Attendees: Susan Anderson, Jennifer Schoenfeldt, Nancy Czenas, Danielle LaRosa, Amy Emmatty, Stephanie Naski, Rebecca Shapiro, Eileen Boone, Kim Douglas, Monica Snowden, Kelli Jordan

**Sports Booster President, Amy Emmatty:** We have new business to discuss tonight and will speak to that when we reach that part of the agenda.

**Recording Secretary's Report, Susan Anderson:** Motion made to approve September minutes (posted online), motion seconded. Minutes approved.

**Athletic Director, Jonathan Frohm:** Jonathan was unable to attend for personal reasons but shared that the Club is doing great.

**Membership, Stephanie Naski:** We have hit our peak. We have 197 members and last year the total was 162 members. So far, we have \$28,750 from membership. Last year, from this point to the end of the year we gained approximately 20. We will get more members once Winter/Spring sports start.

**Apparel, Kim Douglas & Jen Schoenfeldt:** Lanyards are in! A supply will be given to Monica for sponsors. We had good sales at the parade and the Homecoming game. We have discovered that the new carts are time savers and we don't need as many volunteers as we have in the past. The sale items are selling well. In the past, the last few games didn't yield as much as we've seen so far, and Winter/Spring sports are not great for sales either. We are looking into an online store using Square. Separate inventory will need to be created for the store to make it work and there will be limited offerings of popular items that can be quickly restocked. Delivery options are to be determined. Amy noted that we can also include membership, so people can purchase membership and apparel at the same time.

**Sponsorship and Advertising, Monica Snowden:** No new sponsors since the last meeting but we have received all the funds from those who committed. Still trying to work with Main Street Bank for their advertisement or help create one for them. Twin Creek Summer Camp is a potential sponsor. This is a camp in West Virginia that Herndon families have gone to in the past and they want to support communities. NWFCU concluded they cannot sponsor us after all since their mission is education based and not athletics. They may do an advertisement. In need of programs to give to advertisers, Cheer should still have some. Have invited sponsors to



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Sponsor Night, an announcement will be made soon. We will give them framed certificates of appreciation at Sponsor Night.

**Concessions Report, Kelli Jordan:** Indoor concessions are going great and running smoothly. Pizza is a hot seller but always considering other options. Having Nancy involved is a huge help as she coordinates the outside concession stand and inside sports concessions volunteer sign up genius. Sports teams are doing well with volunteers but we're still asking other sports to assist with football game concessions. It's hard to get volunteers from Winter/Spring sports since their season hasn't yet started. Learning a lot that will help with next year. It will be helpful to know if other sports have social media presence, so we can advertise there as we do with the class Facebook pages. Will continue to work on that to get a greater reach. We can also use social media to explain why it is expected that other sports volunteer and how the funds are spent. This will require more discussion with Jonathan. Another huge help is Amy Steil placing hot food orders and that we are able to delegate major tasks. Communications with the volunteers is really good and helps maintain inventory.

**Treasurer, Danielle LaRosa:** Profit is up \$27,000 compared to last year. Details for the different areas within Sports Boosters is included in the financial report. All areas are ahead from last year. It has become apparent that some teams are still unaware that Boosters has specific funds set aside for them. Most of the money in the team funds are from the teams' own fundraisers. Boosters holds the money for each team until the Coach is ready to spend either by transferring funds to the Herndon High School Finance Office or by submitting invoices to the Sports Boosters President to be paid. We are still in the process of understanding the various funding sources for each team: from the Athletic Director's funding, from each team's separate bank accounts (if they exist), from the Sports Boosters account and from the Herndon High School Finance Office's accounts. Concessions numbers are back to the profit percentages seen prior to the last couple of years.

Action Items: Work with Athletic Director to contact coaches whose accounts have been dormant for over two years to let them know that the amount of funds available to them.

**Vice President Report, Amy Emmatty for Jill Hulnick:** Jill will be focusing on Awards Nights with Eileen.

**Communications Secretary Report, Susan Anderson:** Members are being added the membership email list every week. If there is something that needs to be sent to the



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membership outside of the weekly email, send the request to my personal email and I will take care of it.

**Social Media Report, Stephanie Naski:** We are now on Twitter, Instagram, and Facebook. Facebook is now a page instead of a group and anyone can post. If there is something specific to post on Instagram or Twitter, email Stephanie exactly what you want it to say and she will post it. Sponsor posts will be per sponsor, so they can re-Tweet or share without the other sponsors being in the same post. We will do the same with restaurants that donate to the teams. Include @herndonathletics on all Tweets.

**Old Business:** While we have some volunteers for the Golf Tournament we do still need a chair, or co-chairs.

**New Business:** Concession Rental Fee. We charge \$100 for other high school organizations to use the concession stand. Would like to consider changing this \$100 to a refundable security deposit. Language to the contract will be adjusted to reflect this but also include a clause regarding responsibility for damages. This would be applied retroactively to the start of the 2018-19 year. A motion was made, and it was approved to move forward.

**By Laws.** Have reviewed the By Laws and we are supposed to have an annual meeting for the election of the officers and Board of Directors as well as a financial report. We are also supposed to have an audit with three people and recommend we start this after the conclusion of this school year. Amy sent pertinent sections of the By Laws for all to review so we can have a more in-depth discussion at our next meeting.

**Award Nights.** Fall Sports Awards Night November 14 for Volleyball, Cross Country, Golf and Field Hockey; November 15 for Football and Cheer

Meeting adjourned at 7:19pm; next Meeting will be held on November 12, 2018

**Herndon High School Sports Boosters**  
**P&L For the Time Period of July 1 to September 30**

	2018			2017			PROFIT CHANGE
	Revenue	Expense	Profit	Revenue	Expense	Profit	
Memberships	27,935	(1,985)	25,950	23,667	-	23,667	2,283
Concession Stand	12,971	(6,437)	6,533	9,002	(12,507)	(3,505)	10,039
Corporate Sponsors	8,500	(210)	8,290	1,500	-	1,500	6,790
Program Advertising	7,000		7,000	3,000		3,000	4,000
Clothing	6,172	(2,068)	4,104	3,934	(3,186)	748	3,356
Donations/Misc	127		127	237		237	(110)
Interest Income	170		170	6		6	164
Total Income	62,875	(10,700)	52,175	41,347	(15,693)	25,654	26,521
Square & Bank Fees			(1,036)			(8)	(1,028)
Web Page Expenses			(420)			(650)	230
Office Supplies/Other			(201)			-	(201)
Banquet Expenses			(141)			-	(141)
Contributions			-			(600)	600
Letters, Plaques & Trophies			-			(1,500)	1,500
Athletic Department Donation			-			-	-
Turf Field			-			-	-
Scholarships			-			-	-
Total Expenses			(1,798)			(2,758)	960
Net Income			50,377			22,896	27,481

**Herndon High School Sports Boosters**  
**Balance Sheet as of September 30, 2018**

	Checking	Money Market	Cash Box	Total
<b>Cash Balances</b>	<b>10,626</b>	<b>101,456</b>	<b>195</b>	<b>112,277</b>
Accounts Payable	4,432			4,432
Brick Highway		2,138		2,138
Scholarships		5,460		5,460
Team Accounts		36,190		36,190
<b>Total Liabilities</b>	<b>4,432</b>	<b>43,788</b>	<b>-</b>	<b>48,221</b>
<b>Equity</b>	<b>6,193</b>	<b>57,668</b>	<b>195</b>	<b>64,056</b>

**Herndon High School Sports Boosters**  
**Liabilities as of September 30, 2018**

	Balance July 1	Deposits	Withdrawals	Balance - Sept 30		
<b>Accounts Payable</b>						
HHS - Gate Sales				1,600		
Gregorio's Trattoria				1,536		
Chick fil A				610		
Kelli Jordan				381		
UPS Store				210		
D. LaRosa				94		
<b>Total Accounts Payable</b>				<b>4,432</b>		
<b>Brick Highway</b>						
Brick Highway - Phase 6	1,046	-	-	1,046		
Brick Highway - Phase 7	1,300	-	(408)	892		
Brick Highway - Phase 8	-	200	-	200		
<b>Total 100 Year Brick Highway</b>	<b>2,346</b>	<b>200</b>	<b>(408)</b>	<b>2,138</b>		
<b>Scholarships</b>						<b>Awards</b>
Bill Hildbold	-	-	-	-		Two \$1k awards
Ruth Delane	-	-	-	-		Two \$1k awards
Donny Soberdash	-	500	-	500		One \$500 award
Jimmy McLaughlin Scholarship	4,960	-	-	4,960		One \$500 award
<b>Total Scholarships</b>	<b>4,960</b>	<b>500</b>	<b>-</b>	<b>5,460</b>		
<b>Team Accounts</b>						<b>Last Activity</b>
Athletic Trainers	15,673	-	(6,500)	9,173		2018
Baseball Reserve	80	-	-	80		2013
Basketball- Girls Reserve	-	-	-	-		2018
Basketball - Boys Reserve	-	-	-	-		2018
Cheerleading Reserve	591	2,423	(850)	2,164		2018
Cross Country Reserve	4,537	-	-	4,537		2016
Dance Team	-	2,090	(1,108)	982		2018
DSA discretionary funds	1,166	-	-	1,166		June 2017
Field Hockey Reserve	4,244	500	(516)	4,228		2018
Golf Reserve	2,986	-	-	2,986		2007
Gymnastics	10	-	-	10		N/A
Lacrosse- Boys Reserve	1,500	-	-	1,500		2018
Lacrosse - Girls Reserve	2,498	-	(112)	2,387		2018
SAGA reserve (Recycling)	343	-	-	343		2004
Soccer - Boys Reserve	285	-	-	285		2018
Soccer - Girls Reserves	919	-	-	919		N/A-Brick Highway
Softball Reserve	257	-	-	257		2014
Swim Team Reserve	2,500	-	-	2,500		2018
Tennis - Girls Reserves	1,667	-	-	1,667		2012
Track & Field Reserve	70	-	-	70		2017
Volleyball - Boys Reserve	-	-	-	-		2009
Volleyball - Girls Reserve	828	-	-	828		2017
Wrestling Reserve	9	100	-	109		2013
<b>Total Team Accounts</b>	<b>40,163</b>	<b>5,113</b>	<b>(9,086)</b>	<b>36,190</b>		
<b>Total Liabilities</b>	<b>47,470</b>	<b>5,813</b>	<b>(9,494)</b>	<b>43,789</b>		



# Concessions

## Herndon High School Sports Boosters Balance Sheet as of September 30, 2018

	Outside	Inside	Total
Revenue	8,538	1,698	10,236
Hot Food Orders	(1,582)	(554)	(2,136)
Drinks, Candy, Supplies			(4,258)
Profit - \$	6,956	1,144	3,842
Profit - %			38%

Sport	Revenue	Revenue by Sport
Field Hockey - August 23	331	
Field Hockey - August 31	325	
Field Hockey - Sept 11 game	159	
Field Hockey - Sept 4	170	
Field Hockey - September 21 games - senior night	385	1,370
Football - Homecoming Game Sept 22	2,715	
Football - Sept 13 game vs Marshall, RAIN	1,589	
Football - September 7/8 game RAIN	1,936	
Football JV/Freshman, Sept 27, RAIN	314	
Football JV/Freshman scrimmage, August 30	150	6,704
Volleyball - August 30	166	
Volleyball Game - Middleburg invitational held at H	91	
Volleyball- September 20 games	207	464
<b>Total</b>	<b>8,538</b>	<b>8,538</b>

# HHS Sports Boosters Sponsors/Advertisers 2018-2019

ADVERTISERS	New/Returning	Amount
Guapos	New	\$ 250
LeAnne & Company	New	\$ 500
Fierro & Kori Attorneys at Law	Returning	\$ 500
Elden Street Service & Tire/ Elite Car Care Centers ECCC	Returning	\$ 1,000
Oakbrook Church Youth Group	Returning	\$ 1,000
Fraternal Order of Police	Returning	\$ 1,500
Supervisor Hudgins/Political Ad Fall program only	Returning	\$ 250
Ortho VA	New	\$ 1,500
Main Street Bank	New	\$ 500
Reston Orthodontics	New	\$ 500
Herdon Community Center	Returning	\$ 500
Micro Focus Govt Solutions	New	\$ 500
<b>SPONSORSHIPS</b>	<b>New/Returning</b>	<b>Amount</b>
Outback Steakhouse	New	\$ 3,000
Worldgate LLC	New	\$ 2,000
Go Smiles	New	\$ 3,000
Herdon Family Medicine	Returning	-
<b>TOTAL COMMITTED</b>		<b>\$ 16,500</b>

10/1 update: working on Twin Creeks Summer Camp